

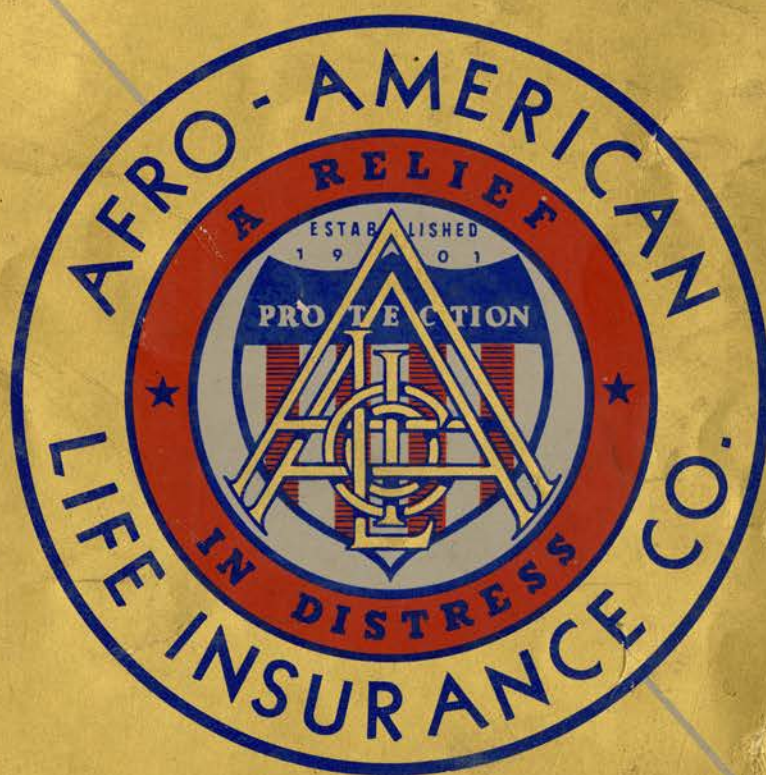
1951

Golden Anniversary, 1901-1951

African-American Life Insurance Co.

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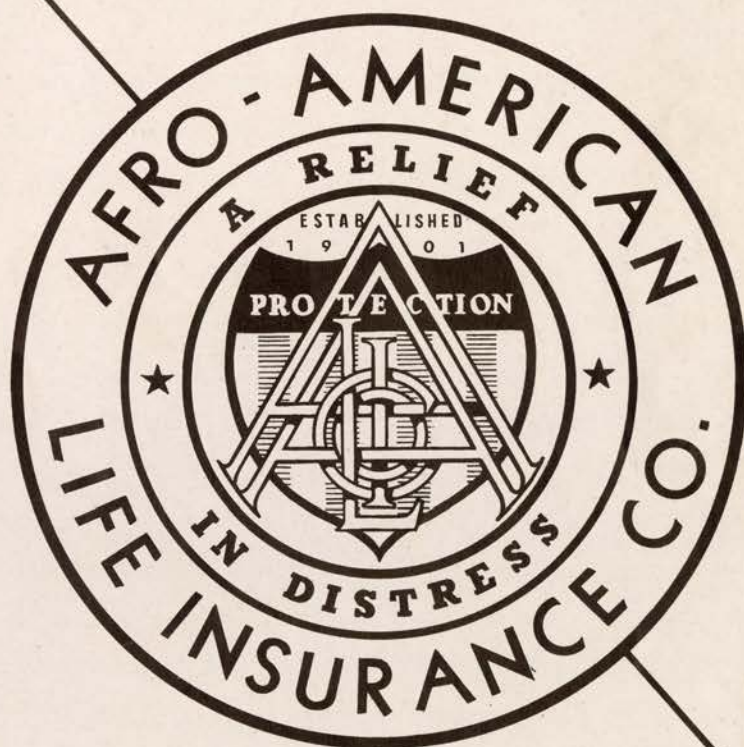
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Golden Anniversary
1901 - 1951

"A RELIEF IN DISTRESS FOR FIFTY YEARS"

AFRO-AMERICAN
LIFE INSURANCE COMPANY



Golden Anniversary
1901 - 1951

"A RELIEF IN DISTRESS FOR FIFTY YEARS"

Foreword...

The progress of a corporation or a business firm, very much like that of an individual, is marked by gradual steps up the line of advancement. The growth of an organization is dependent upon the management that directs and controls its operations.

Starting on a small scale as an infant institution it gradually advanced until it made sufficient progress to go alone by its own initiative and power. And so the Afro-American Life Insurance Company has made rapid progress through the guidance and direction of one of its main founders, A. L. Lewis, whose genius and wisdom and vision made it possible for this organization to grow and develop, and become a mighty factor in the onward march of Life Insurance among colored people in the State of Florida.

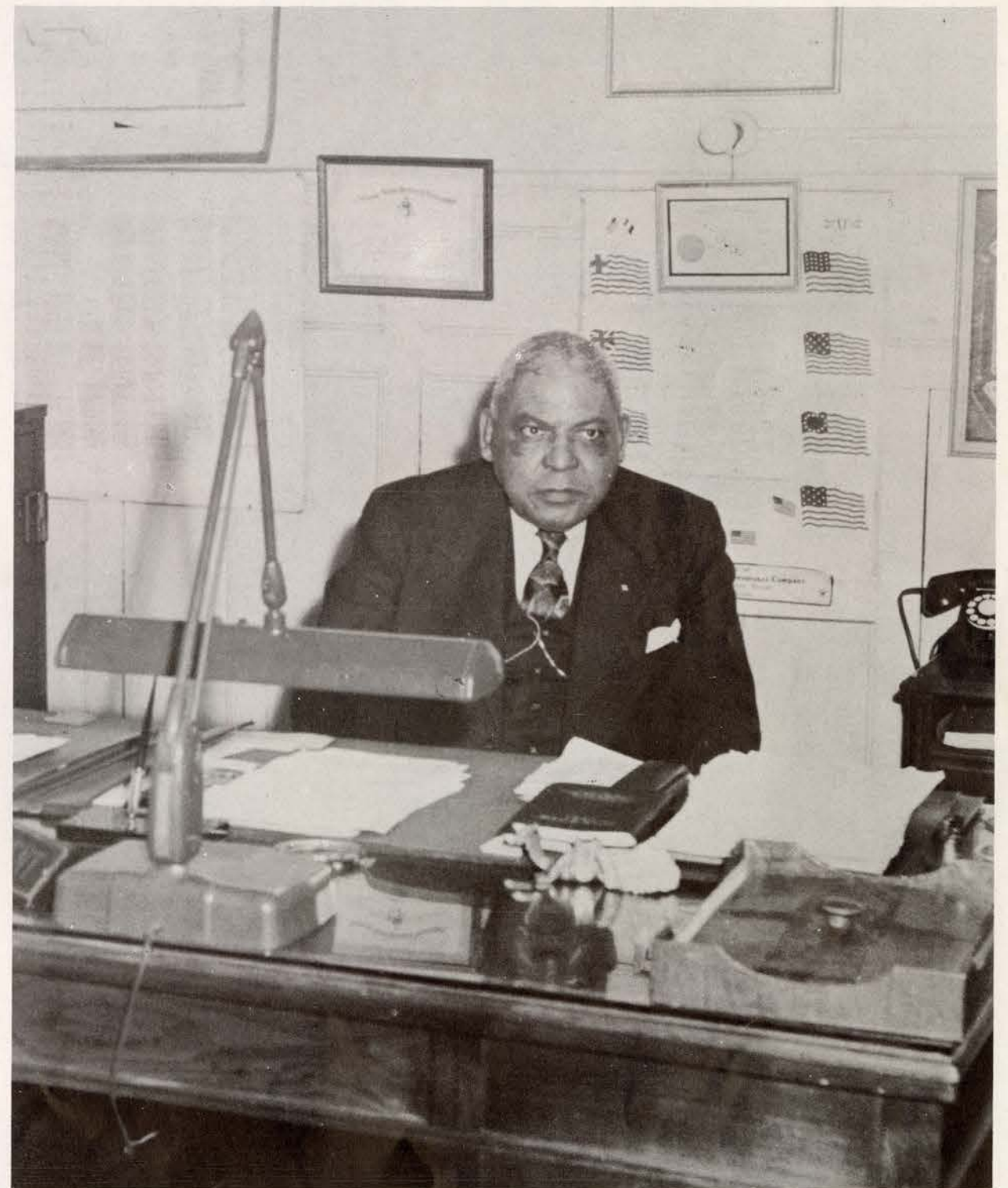
We are happy to present this booklet of the "Fifty Years of Progress" of the Afro-American Life Insurance Company, with the hope that its contents may inspire our young men and women with the thought and knowledge that they may go forward and do likewise.

We herewith desire to express to the Stockholders, Directors, Officers, Employees, Agency Force, and the thousands of members of the "Afro" my sincere thanks and gratitude for the continuous loyal support and hearty cooperation given me in heading and leading on the great work committed to my hands for these past fifteen years of steady progress exhibited by the 50th Anniversary Brochure.

THE AFRO-AMERICAN LIFE INSURANCE COMPANY

DR. JAMES H. LEWIS

Chairman - President



DR. JAMES H. LEWIS
*Chairman of The Board
President*

OFFICE OF THE MAYOR



JACKSONVILLE, FLORIDA
February 13, 1951

HAYDON BURNS, MAYOR
W. Y. WHITE, SECRETARY

To the Officers and Personnel,
Afro-American Life Insurance Company,
Jacksonville, Florida.

Dear Friends:

On behalf of our entire citizenry,
I extend to you my heartiest congratulations
upon the Fiftieth Anniversary of the founding
of the Afro-American Life Insurance Company.

The outstanding record of service
to your clients which has been achieved by
the company during the past fifty years well
justifies your Anniversary slogan "Relief in
Distress". Your organization has made a ma-
terial contribution to the community's wel-
fare, growth, and progress of which you have
every reason to be proud.

With my very best wishes for many
more years of successful operation in the
rendering of service to your policyholders
and to the community, I am,

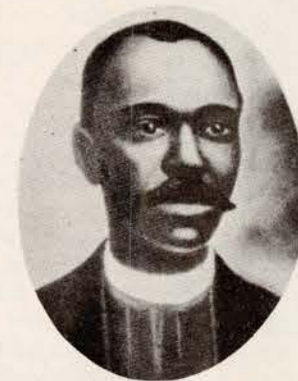
Sincerely yours,

Haydon Burns
MAYOR.

Founders



REV. J. MILTON WALDRON, D.D.
(Deceased)



REV. E. J. GREGG, D.D.
(Deceased)



E. W. LATSON
(Deceased)



DR. A. L. LEWIS
Chairman of Board of Directors
(Deceased)



A. W. PRICE
(Deceased)



JAMES FRANKLIN VALENTINE
(Deceased)



DR. ARTHUR WALLS SMITH
Practicing Physician
(Deceased)

History of the

AFRO-AMERICAN LIFE INSURANCE COMPANY



By Ralph B. Stewart, Sr., *Secretary*

A PEOPLE impoverished in spirit and living a sub-standard existence in unfavorable communities is the inevitable result of an ideology that presupposes man to be different by virtue of the heritage of color. To acknowledge and accept an untenable position

is the philosophy of the fearful; to acknowledge the same position and translate thought into action for the better is the philosophy of the man of great moment. This was the philosophy of that small but determined group of men who met in Bethel Baptist Church at the request of the Pastor, Rev. J. Milton Waldron, on January 15, 1901. As the chill of that wintry evening settled over the deserted streets of Jacksonville, it seemed to make warm the hearts of seven men who were to bind themselves together with the greatest tie the world has ever known — that of mutual consciousness of the needs of the unfortunate brother and providing a panacea for his ills.

These were ordinary men . . . Rev. E. J. Gregg, Rev. J. Milton Waldron, A. L. Lewis, Dr. Arthur W. Smith, A. W. Price, E. W. Latson and J. F. Valentine. Their purpose was founded upon two very simple truths: (1) the sick and injured needed ministrations and medication and (2) the dead needed to be buried. Lack of money with which to purchase these two humane services was a common occurrence stalking the lives of the poor as a plague. To these men of vision, men who knew that they were their brothers' keeper, this was a very real problem. The solution was in the organization of purpose and resources to equal the heartfelt sympathies expressed, and here began the Afro-American Industrial and Benefit Association.

With an abiding faith in God, each man there assembled, pledged or paid \$100.00 as subscription to the proposed stock.

The State of Florida granted a charter to this new organization on March 1, 1901 with Rev. E. J. Gregg, President; Dr. Arthur W. Smith, Vice-President; A. L. Lewis, Treasurer; Rev. J. Milton Waldron, Secretary. One month later, the Afro-American, a name destined to become a household word in thousands of homes, hung out its welcome sign at 14 Ocean Street announcing that it was ready to begin business. The bee hive, symbol of thrift, economy and industry was adopted to adorn the first certificates. Liberal provisions for medicines and physician's care were made, and since these benefits and weekly dues were determined arbitrarily, the certificate holders invariably received more than their money could ever hope to purchase.

The pressure of pastoral duties and activities made it necessary for Rev. Waldron to resign his position as Secretary and these duties were assigned to A. L. Lewis as Business Manager-Treasurer. Immediately, Mr. Lewis used his influence and dynamic personality to draw men of vision, skill, and personal initiative into this new and unexplored field for Negroes.

This activity brought into being the first Agency Department under G. W. Holloway, Superintendent, Louis D. Ervin, First Agent, then W. L. Jamison, Frank Alexander, W. G. Story, Rev. G. H. Hill, and A. W. Robinson as agents; Vincent J. Stewart, Book-keeper and Miss Eartha M. M. White as clerk.

The Afro-American had just begun to count their weekly income above \$50.00 when adversity struck with lightning rapidity at the heart of Jacksonville. The infamous Jacksonville Fire of 1901 destroyed some of the physical assets of the company with Miss White performing memorable service salvaging some supplies and what few records the company had built. The fire that had burned from without was a raging inferno within the hearts of these men of great moment as they renewed their determination and faith in the future. They moved to the residence of A. L. Lewis

History

(CONTINUED)

at 621 Florida Avenue, one of the few homes that had escaped destruction, and continued their operations.

Grief was soon felt when the grim reaper exacted the life of Director J. F. Valentine on July 20, 1901. This death, plus the constantly expanding program, brought Washington Hampton, George W. Branning, John E. Spearling and Gilbert H. Ambrose to the Board of Directors; Doctors Arthur W. Smith and J. Seth Hill as Area Physicians and C. W. Patterson, J. H. Stays, W. D. Vann and A. C. Porter to the Agency Department to establish branch offices in Tampa, Fernandina and St. Augustine.

With conditions more settled, the company moved its offices to 609 Main Street. Here in enlarged office space, history was made as A. W. Price, the President, embarked upon the ambitious course of establishing a Savings Bank, enlisting the services of Mesdames Amy DeCoursey and Laura Christopher. The volume of currency handled soon became cumbersome and the plan had to be abandoned with all the deposits refunded to the depositors.

A strong triumvirate of administrative officers was formed with A. W. Price as President, John E. Spearling as Vice-President and A. L. Lewis as Secretary-Treasurer and General Manager and they immediately showed their business acumen by increasing the Capital Stock to \$10,000.00 and purchasing the Miami Mutual Insurance Company. Spurred by these accomplishments, the present site at Ocean and Union Streets was purchased and a two story stone and brick building was built at the then incredible cost of \$20,000 with the name being revised to Afro-American Industrial Insurance Company.

For seventeen years the Afro-American grew and waxed in strength. It became a mighty lighthouse in the fathomless darkness of many personal disasters. Assets steadily mounted, making possible increased services to the several communities over Florida. It was truly "a relief in distress" as the pain of circumstance and sorrow were eased for bereaved families. It was beginning to be counted as a financial bulwark among the businesses of the State of Florida. And amidst this forward progress, President A. W. Price answered the call to rest a tired and

weary heart and soul. A. L. Lewis was elected President; Washington Hampton, Secretary and Louis D. Ervin, General Manager, with their first achievement being to double the capital stock.

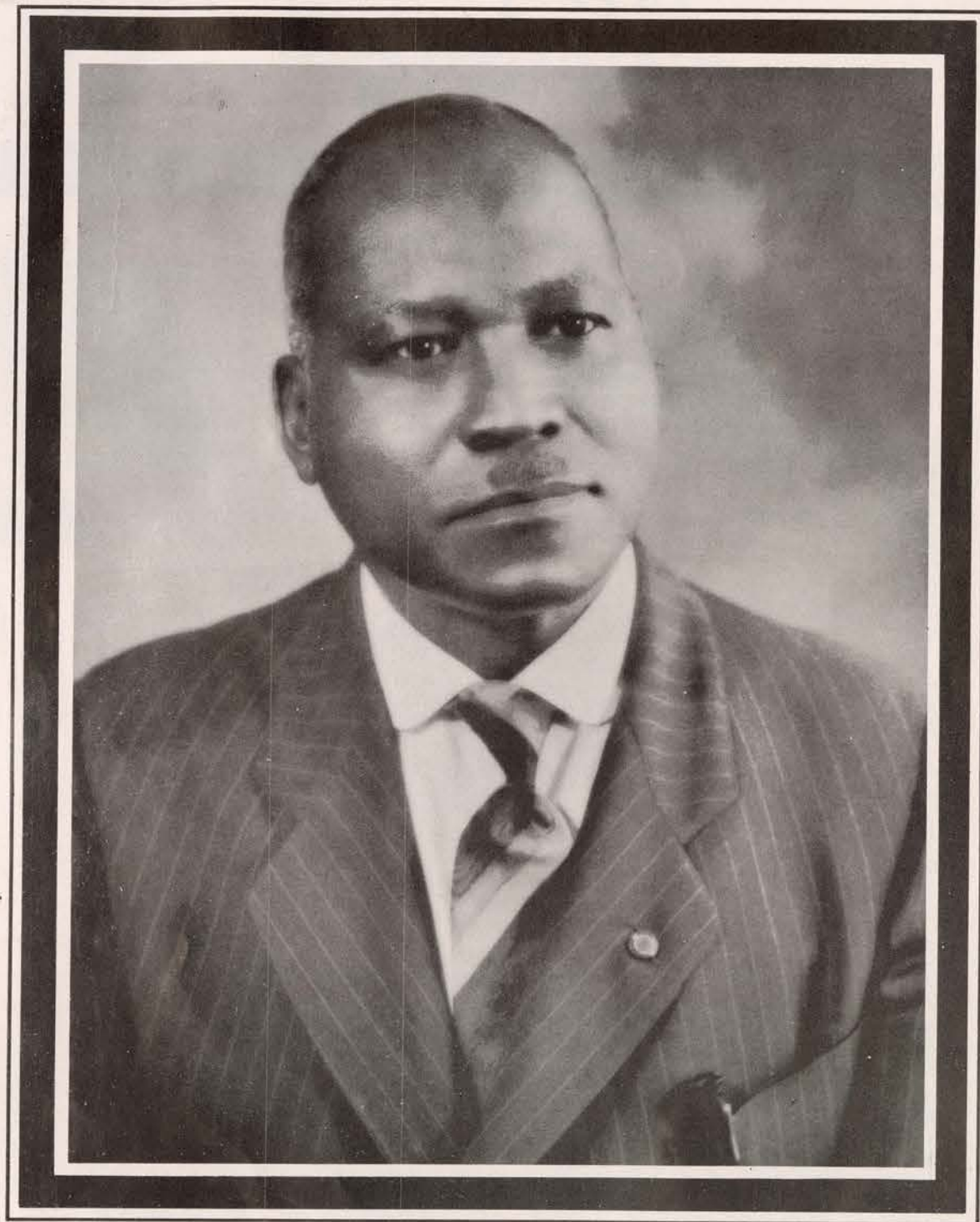
To further serve the present and future ages, A. L. Lewis planned and set in motion the Afro-American Pension Bureau, providing among other things free life insurance and voluntary participation in a pension plan for retirement. This adjunct to the parent company even at the time of its organization essayed the great service it would render to employees in future years.

James H. Lewis, son of President Lewis, came into the business and after several years of hard work, sincere interest, demonstrating great capabilities and strength of character, was elected Vice-President - Auditor. William H. Lee, formerly District Manager was elected Vice-President - Secretary. With the administrative level of the company materially stronger, President Lewis began opening other avenues for company growth. As an entry into the State of Georgia, the Chatham Mutual Life Insurance Company was purchased, along with the Florida business of the North Carolina Mutual Life Insurance Company. This tended to spread the protective wings of Afro-American over every part of Florida and most of Georgia.

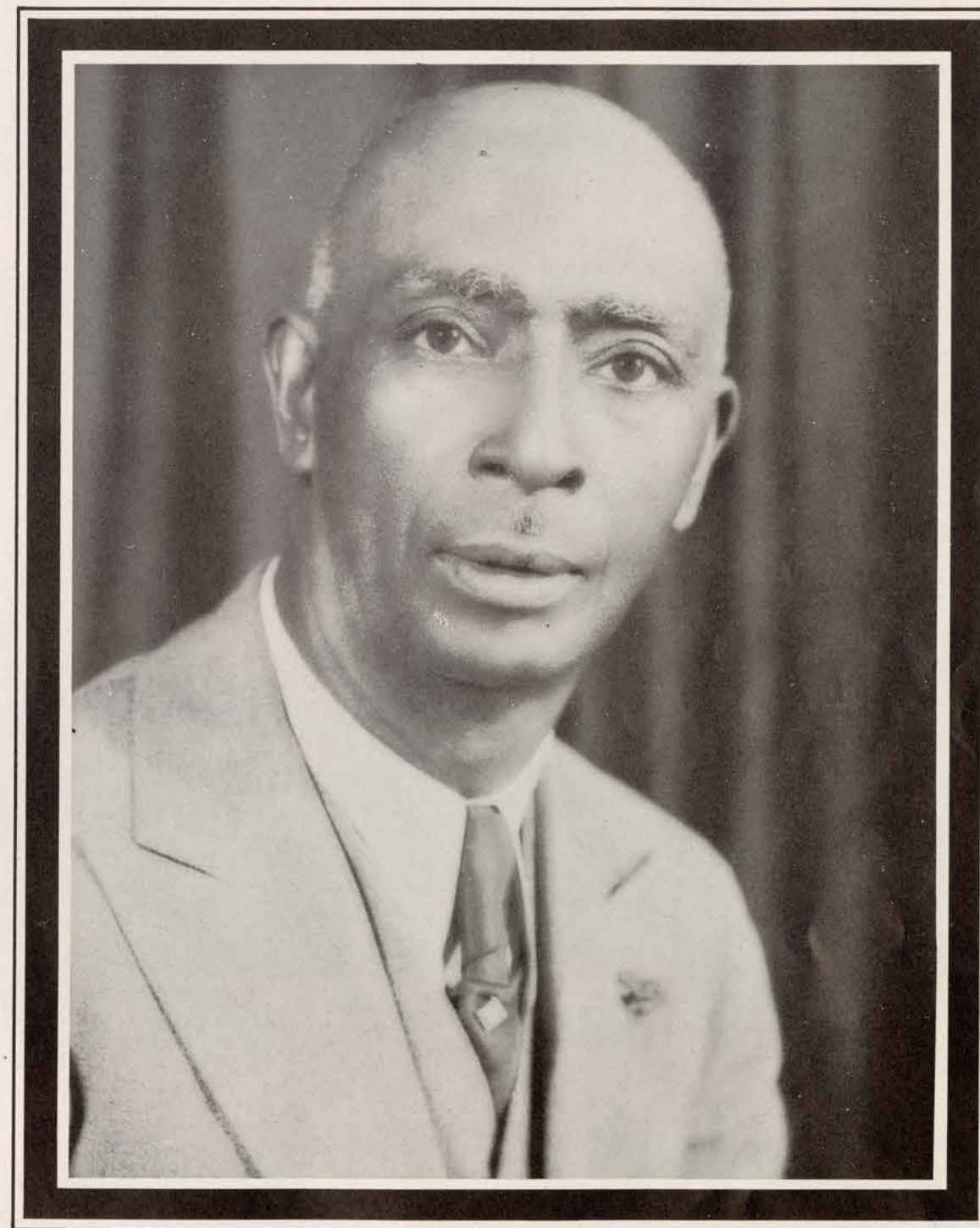
The strength of the company was shown when the financial structure of Citizens Life Insurance Company, Peoples Life Insurance Company and Keystone Life Insurance Company began to crumble with serious loss of prestige to Negro business. These companies were absorbed without loss to anyone by the Afro-American. Later when State Laws made it impossible for Burial Associations to operate, Florida's only million dollar Negro business quickly offered assistance by underwriting a number of these Associations.

The ensuing years were full with one goal after another being set and reached. The present name, Afro-American Life Insurance Company was adopted and a new Ordinary Life Department under Harry D. Canty was established. Various properties within the vicinity of the present Home Office site were purchased for expansion purposes.

(Continued on Page 17)



DR. A. L. LEWIS
Founder
(Deceased)



GEN. W. H. LEE
Vice-President — Secretary
1921 (Deceased) *1946*



DR. M. M. BETHUNE
Daytona, Fla.



MR. J. T. BETSCH
Jacksonville, Fla.



REV. K. D. BRITT
Jacksonville, Fla.



MR. L. D. ERVIN
Jacksonville, Fla.



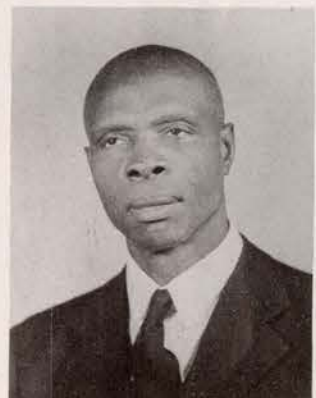
MR. F. W. ERVIN
Jacksonville, Fla.



MR. J. C. EVANS
Washington, D. C.



BISHOP J. E. GREGG
Jacksonville, Fla.



REV. J. J. HEATH
St. Petersburg, Fla.



MRS. M. E. HARRIS
Sanford, Fla.



DR. J. H. LEWIS
Jacksonville, Fla.



ATTY. J. L. LEWIS
Jacksonville, Fla.



DR. T. L. LOWRIE
Miami, Fla.



ATTY. S. D. MCGILL
Jacksonville, Fla.



MR. J. S. MCLANE
Jacksonville, Fla.

Board of Directors

DR. JAMES H. LEWIS, *Chairman*



DR. K. L. PHARR
Miami, Fla.

PROF. A. ST. GEO.
RICHARDSON
Jacksonville, Fla.

MR. R. B. STEWART, SR.
Jacksonville, Fla.

DR. I. E. WILLIAMS
Jacksonville, Fla.

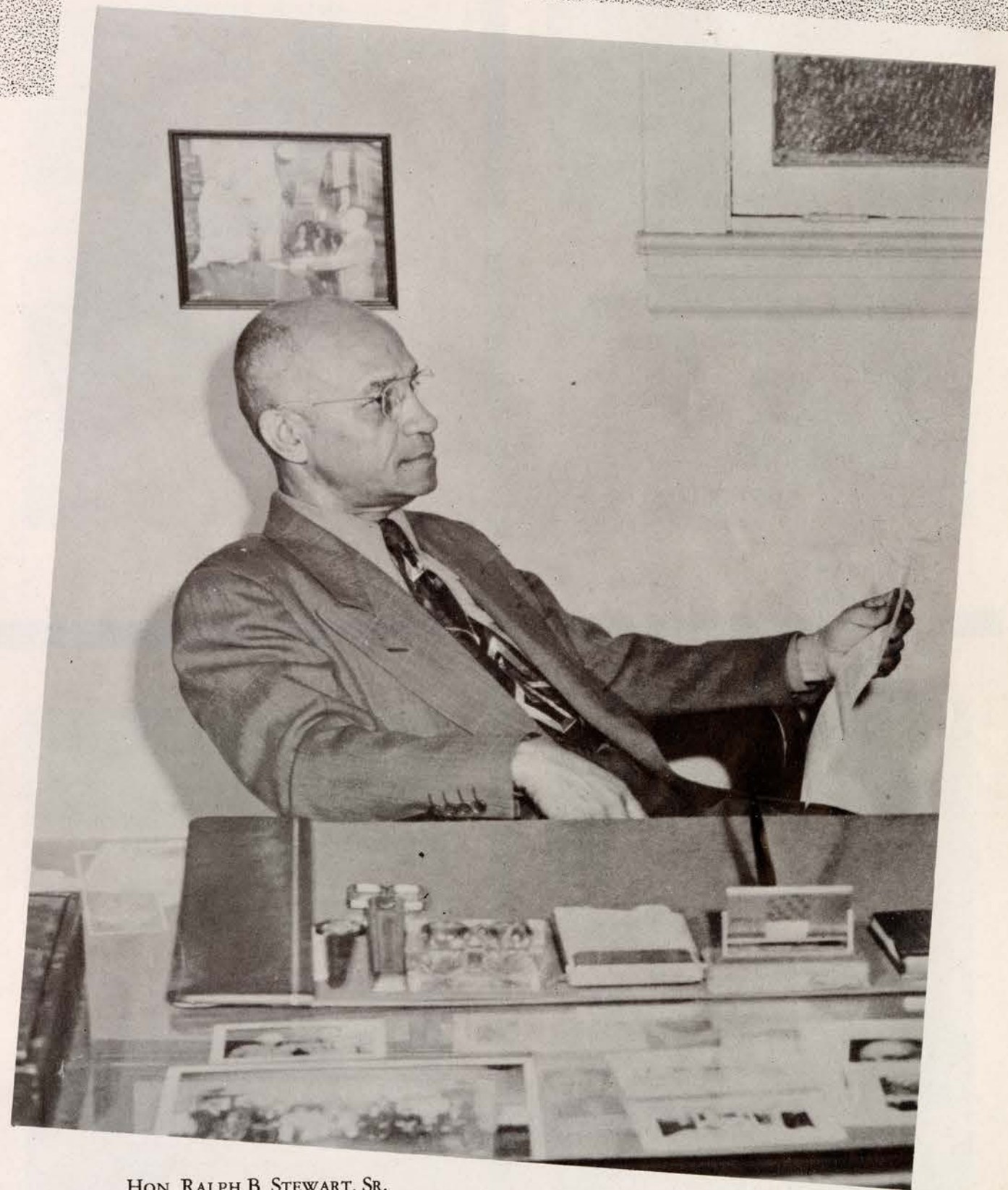
DR. H. H. WASHINGTON
Jacksonville, Fla.



ATTORNEY J. LEONARD LEWIS
Executive Vice-President and Treasurer



MR. L. D. ERVIN
Vice-President — Cashier



HON. RALPH B. STEWART, SR.
Secretary



J. T. BETSCH
Vice-President



PROF. A. ST. GEO. RICHARDSON
Assistant Secretary



MR. CHARLES SIMMONS, JR.
Actuary



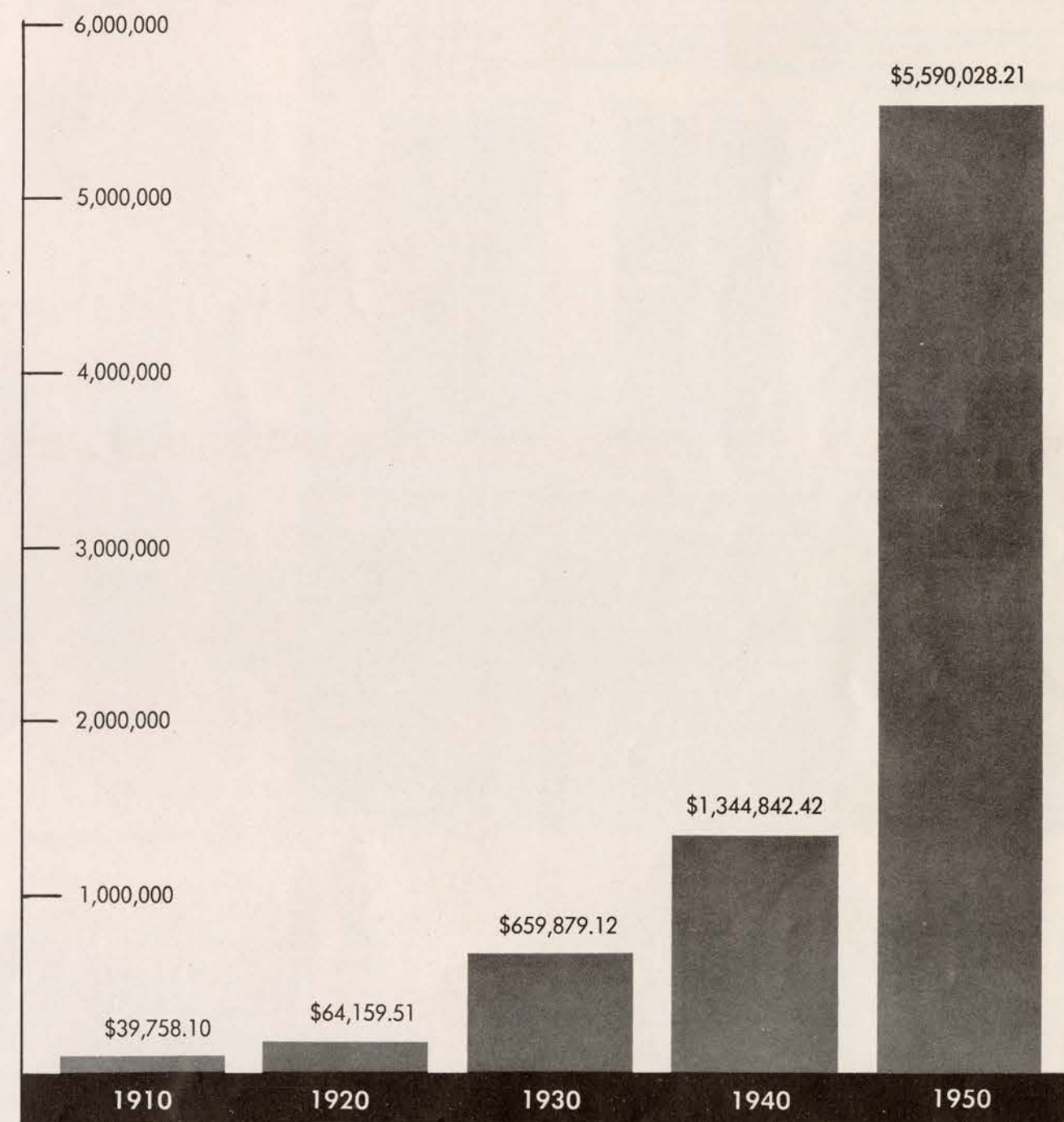
MR. F. W. BARNES
Assist. Cashier and Claims Dept. Supervisor

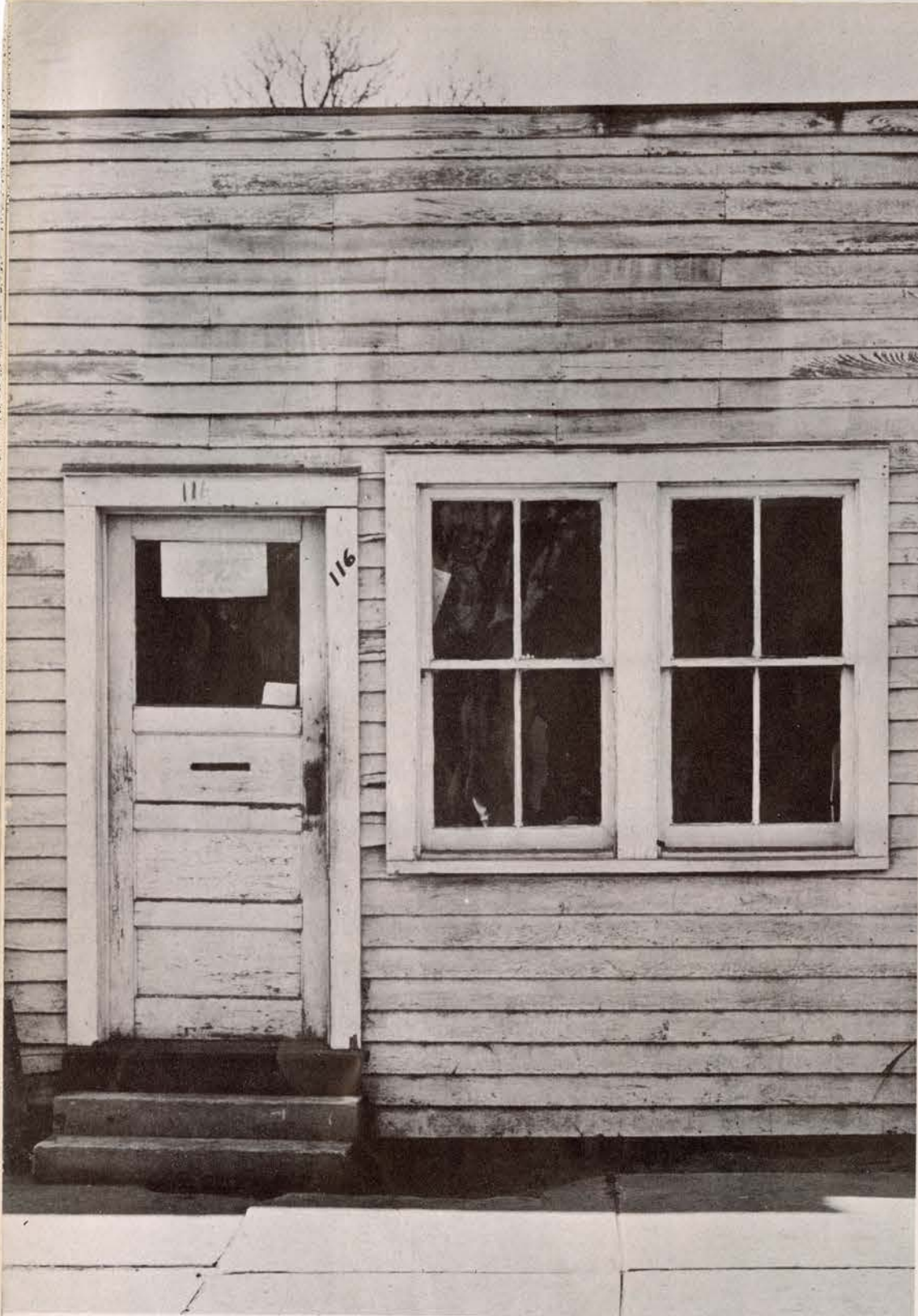
Growth in Assets

1901

1951

BEGINNING IN 1901 WITH \$2,500.00





Original HOME OFFICE 1901

Home Office

Home Office

HOME OFFICE BUILDING





History

(CONTINUED)

Board of Directors was increased to twenty, Robert P. Stewart, J. T. Betsch, Agency Officer and Assistant Agency Officer respectively, Ralph B. Stewart, Sr., and David H. Dwight, District Managers were added. This decision inspired the more than six hundred employees who saw some of their own fellow co-workers elevated to the level of top management.

The National Negro Insurance Association has had as its president, A. L. Lewis, William H. Lee and James H. Lewis, three Afro-American officials, at various times. The Association is composed of sixty Negro Insurance Companies of stature in the United States. Attorney J. Leonard Lewis, Executive Vice-President of the Company served the Association as counselor for several years, while Charles E. Simmons, Actuary of the company, serves the Association in a similar capacity.

The Afro-American Pension Bureau is a growing corporation, showing assets of a quarter of a million dollars. Included in its assets is a stretch of beach on the beautiful Atlantic Ocean which is fast becoming America's playground for Negroes. The recent addition of a 22-unit modern and fully equipped motel to supplement the more than three score homes and other buildings, gives accommodations to many more vacationists and has served tourists from twenty-nine states.

Death struck twice in thirteen months at the very foundation of the company administration. First, on March 10, 1947, Dr. A. L. Lewis, Chairman of the Board of Directors, Treasurer and last remaining active founders closed his eyes in a wakeless sleep. Grief was expressed throughout the insurance world. Having distinguished himself as a pioneer business man who became unusually successful and also as a superintendent of the Sunday School of Mt. Olive A.M.E. Church for more than fifty years, the circle feeling this bereavement was widespread. Following, on April 4, 1948, was the death of Vice-President - Secretary, Honorable William H. Lee, who had served long and well. His ability with eloquence of oratory and positive personality endeared him to thousands within and outside the scope of life insurance.

(Continued on Page 31)

The Investment Department to handle transactions in Mortgages, Real Estate, Stocks and Bonds was created in 1936 and placed under the supervision of Attorney J. Leonard Lewis, grandson of the President, recently graduated from Morehouse College and the Law School of New York University. Attorney Lewis was also elected Vice-President and Assistant Treasurer. Also elected at this time was A. L. Lewis to the Chairmanship of the Board of Directors and James H. Lewis was promoted to the Presidency. In recognition for the great achievement of A. L. Lewis, who had steered the company from a mere nothing to a one and one-half million dollar corporation, Wilberforce University conferred the degree of Doctor of Laws and Letters.

The next decade saw unparalleled success in all phases of operations. Debit increases, net operation gains and increased assets continued to spiral upward. The Home Office became departmentalized making for greater efficiency through elimination of duplication and non-essentials. With the erection of a separate building to house the Printing Department, vast savings have been effected on printing operations, with our own plant doing over seventy per cent of all printing needed. At the same time, the change was made from manually operated machines to International Business Machines to handle the increased volume of the industrial insurance issues and accounting. This department, known as the Tabulating Department, is giving expanded, satisfactory service to Actuarial and Payroll Accounting Departments in addition to Agency Accounting.

A decision to make awards to some employees because of their loyalty, efficiency and meritorious service was well received when the



Modern trends in Office Management show that office work is now considered as "production" and that mental differences as well as physical differences seriously affect "production." Our Personnel Office is bringing into focus the employees needs and desires as they relate to his work - and it is helping to develop the proper "esprit de corps" between the company and its employees.

MRS. E. FORD
Personnel Director



MRS. HAZLE ARTIS, Information Clerk—Switchboard Operator

Agency accounting

SUMMARY DEPARTMENT:

MRS. IRENE ALEXANDER, *Supervisor*, MISS MARIE L. LAURAY, *Clerk*, MRS. ELIZABETH NELSON, *Clerk*, MISS BERNICE LEWIS, *Clerk*, MRS. CLARISE STREET, *Clerk*, MRS. ROSA L. BYRD, *Clerk*, MISS CATHERINE TAYLOR, *Clerk*.



MR. F. W. BARNES, SR.
Supervisor

MR. F. MONTGOMERY
Clerk

MISS OLIVIA WALKER
Stenographer

Claims department

MISS LILLIAN MOORE, *Clerk*

MRS. V. HARPER, *Clerk*



MISS THOMASINA CALHOUN
Clerk

MISS LOIS AVERY
Clerk



Payroll and social security



Investment

ATTORNEY J. LEONARD LEWIS
Investment Officer

MR. W. RUSSELL ROBINSON
Assistant Manager

MISS MARY L. PRIME
Clerk

MRS. EULA B. EVANS
Stenographer

MISS OLGA GILLIARD
Clerk



Actuarial department



MR. CHARLES SIMMONS, JR.
Actuary

MR. GEO. PAIGE
Chief Clerk

MISS D. A. THOMAS
Stenographer



Ordinary Life



MR. L. M. ARGRETT, *Manager* MR. ALLEN LEE, *Chief Clerk*
MISS BETTY R. LANG, *Stenographer*

ORDINARY CLERICAL STAFF

MRS. MILDRED ERVIN, *Clerk*, MRS. RUTH D. BROWN, *Clerk*
MRS. M. H. STEWARD, *Clerk*, MISS LILLIAN McCLELLAN, *Clerk*.



MISS FLETA GRIFFIN
Stenographer

MR. J. A. BATTS
Agency Officer

Auditing department

MR. F. W. ERWIN, SR.
Auditor



MISS EVELYN JACKSON
Clerk



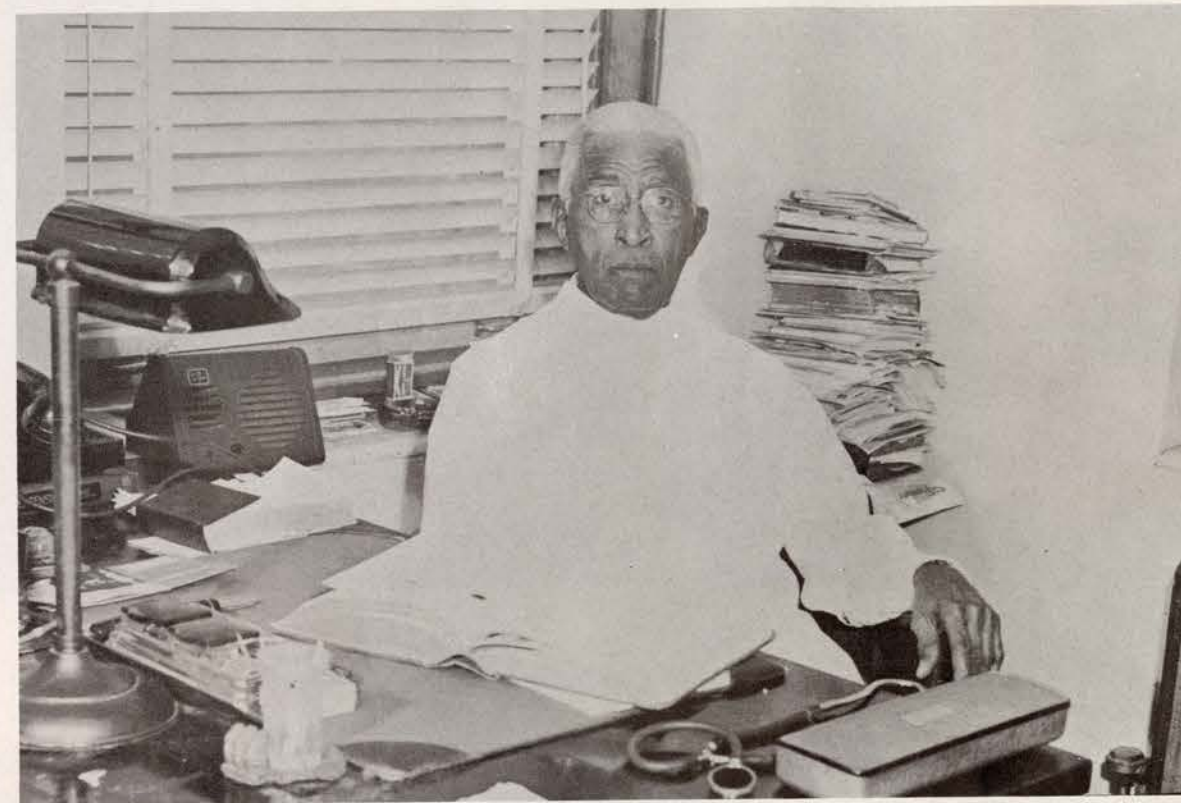
W. R. JONES, *Supervisor, Auditing Department*



MISS HELEN MOORE
Clerk, Auditing Dept.



W. BUTLER
Clerk, Auditing Dept.



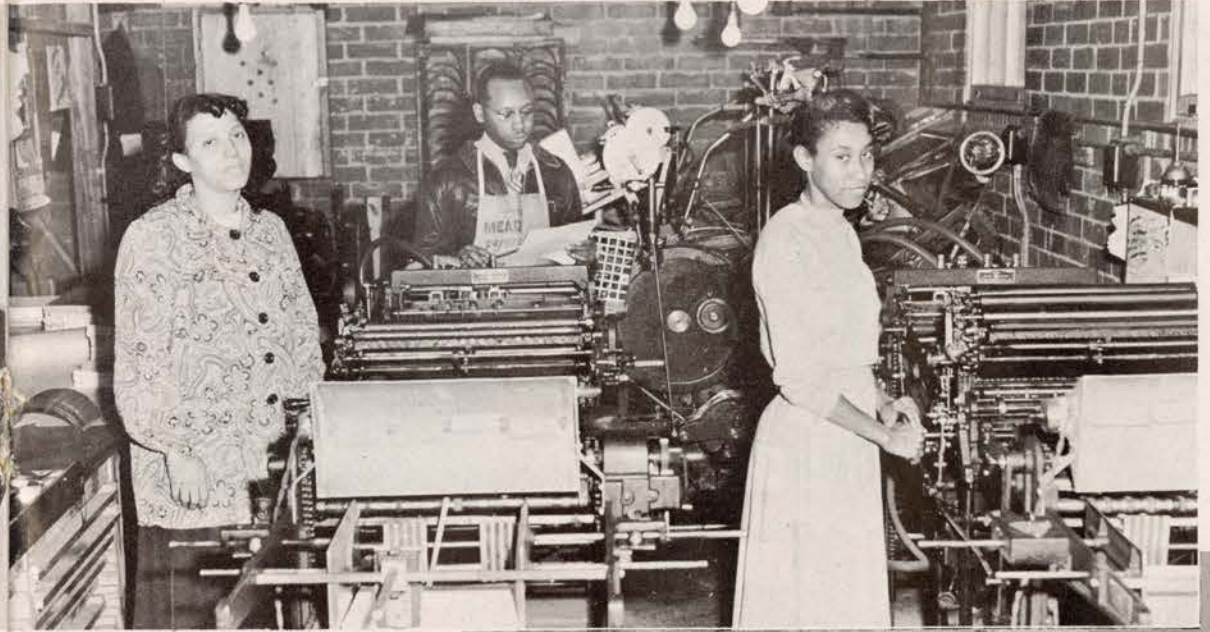
DR. J. P. PATTERSON
Medical Director

Medical department



MISS VERDIE SAMUELS
Nurse

ATTY. ROBERT GRAY
Assistant Counsel
 MISS EUGENE EDWARDS
Stenographer



ALVIN HAMPTON, SUPV.
Printing Department
 MISS CLARA L. KENDALL
 MISS COLLENE SHELTON

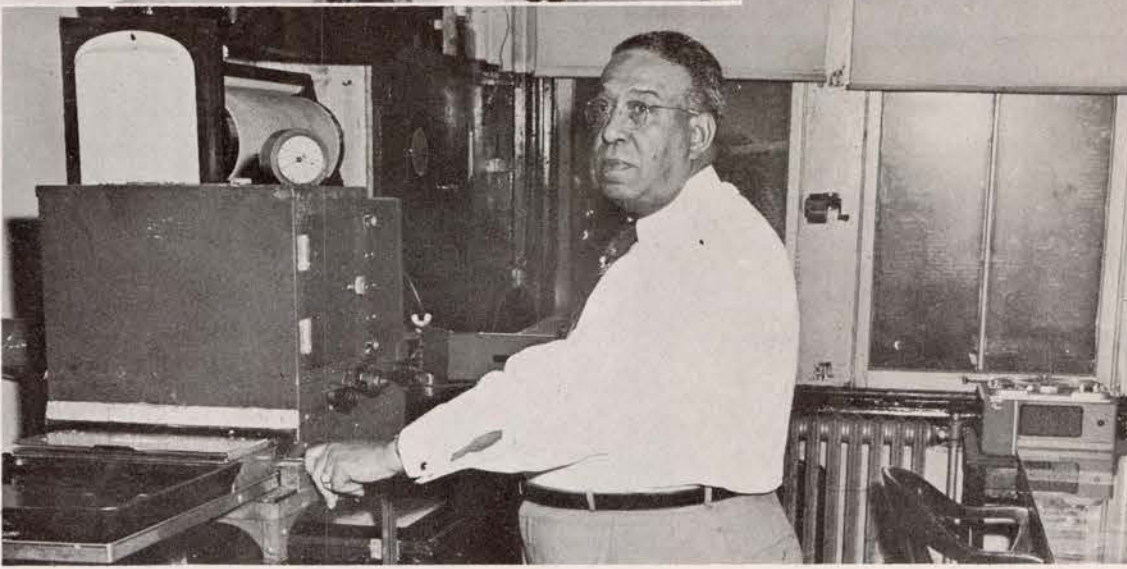


MR. RALPH B. STEWART, JR.
Director of Public Relations

Bookkeeping Department
 MR. F. A. DIXON, SR.
 MR. M. B. COPPAGE, SR.



ROBERT P. STEWART
Supervisor
Photo-Photostat &
Sound Recording
Department



MR. E. O. THOMAS
Mailing Clerk
 MR. W. BROWN
Custodian



MRS. ALLENE FELS
Secretary to
President-Chairman

MRS. W. A. CRENSHAW
Secretary to
President-Chairman

MRS. KATHERINE ROBINSON
Secretary to
Vice-President - Cashier



MISS BERNICE GRIFFIN
Secretary to
Executive Vice-President

MISS ANNIE V. ALLEN
Chief Clerk, Secretary's
Office

MISS WILLIE B. MCCOY
Stenographer Agency
Director's Office

TABULATING
DEPARTMENT
MRS. MAUD AVELHE
Supervisor

UNDERWRITING
DEPARTMENT
MISS CLAUDIA SPEARS
Supervisor

MISS MARY SAPP
Punch-Machine Operator
MISS MARY ROBINSON
Punch-Machine Operator
MISS MILDRED TUCKER
Punch-Machine Operator
MISS WINFRED SMALL
File Clerk
MISS A. O. ROBERTS
Clerk
MISS ELNORA DUNCAN
Utility Operator



History

(CONTINUED)

gree of Doctor of Letters and Literature. Ever mindful of the morale of employees, Dr. Lewis set in motion several activities which he personally supervises to their benefit and delight, and have become Afro traditions. So well has he performed his service that he was elected to the Chairmanship of the Board of Directors.

The last years have seen several goals reached. Personnel and Public Relations Directors have been employed and have initiated ambitious programs. Ordinary Life Insurance salesmen have raised themselves to the \$100,000 a year level. Industrial Debit Managers collected as much as \$1,400 in one week. Assets of the company exceeded the five and one-half million dollar mark. A recreation center has been erected equipped for the activities of employees. A much needed Claims Department has been established and set in operation. These are a few of the real achievements.

Adversity offers a challenge to the ability of men. Increased responsibility tends to make for a more astute mind thereby broadening the horizons of service and achievement. It is these times when the souls of men are tested and if not found wanting their true character, with all their vision, initiative and capabilities are shown. This was clearly demonstrated as the administration of the company was left in the hands of Dr. James H. Lewis, President; Attorney J. Leonard Lewis, Executive Vice-President; Louis D. Ervin, Vice-President - Cashier. Soothed and sustained by an unfaltering trust, these men, supported by several hundred loyal employees, mapped a program for progress extending to the years ahead. Each phase of operation showed improvement with advancement of personnel. J. T. Betsch was advanced to Vice-President in charge of Agency operations, and with the consolidation of several small districts made it possible to enter Alabama as the third state of operations. Ralph B. Stewart, Sr., was advanced from District Manager to Secretary of the company and was later cited by his alma mater, Tuskegee Institute, for his achievement.

Of more than passing interest is the accomplishments of the Investment Department under Executive Vice-President Attorney J. Leonard Lewis. After special study at New York University, a program was advanced to change the entire assets portfolio until today it is the most flexible and safest in the history of the company. Supervising about eighty-five per cent of the company's assets, operations in tradings and yields show steady gains to meet future policy demands. As Chairman of the Personnel Committee, composed of Department Supervisors, he is liaison to the Executive Committee.

President James H. Lewis gained the respect of the business world by his administration of company affairs. Wilberforce University took cognizance of this fact and conferred the de-

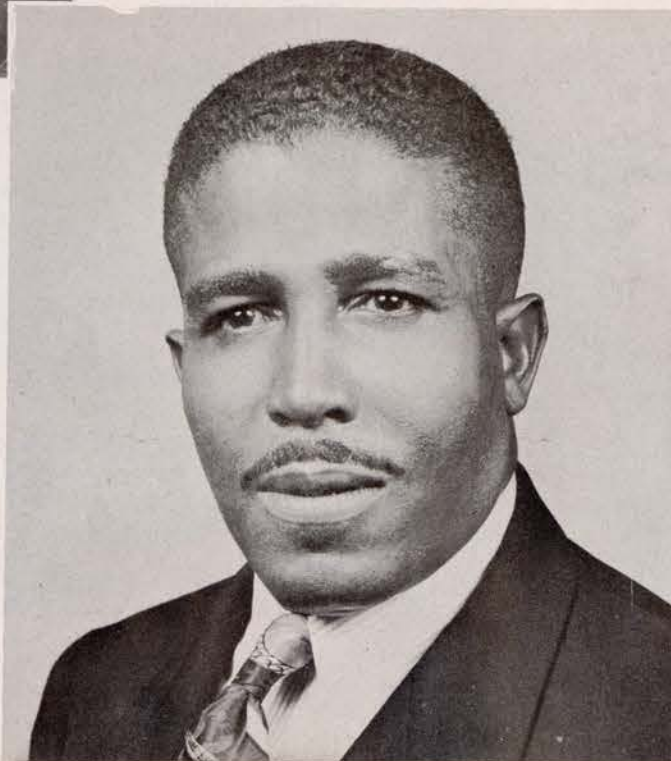
The present administration of Dr. James H. Lewis, President and Chairman of the Board; Attorney J. Leonard Lewis, Executive Vice-President, Treasurer and Investment Officer; Ralph B. Stewart, Sr., Secretary; Louis D. Ervin, Vice-President - Cashier and J. T. Betsch, Vice-President, gives to the company the strongest administration in many years. The founders set the wheels of machinery for a big business in motion and oiled them with a sincere faith in their future. Their indomitable spirit and desire to see the Afro-American a great, multi-million dollar corporation serving the community has been transmitted as undying embers to their successors. These men continue to lead the way up the mountain sides of hard work and increased productions, and down through the valleys of competition and improved techniques, knowing as did Napoleon when traveling the outer edges of the insurmountable Alps that beyond them lies Italy, their coveted goal. To Afro-American employees, Italy is a pattern of success wholly attainable. Measuring success not by where we are but rather from whence we came brings into focus the postscript of the Apostle Paul as he reminded, "it doth not yet appear what we shall be."

In the celebration of this Golden Anniversary, the spirits of all who contributed to make this day possible and fell by the wayside are with us. Their mantle is a challenge to each present employee and an inspiration to each policyholder. What will you do with it?

MR. T. J. RUTHERFORD
District Manager, Jacksonville



MR. O. JAMES
*District Manager
West Palm Beach*



T. M. ROSE
District Manager Orlando



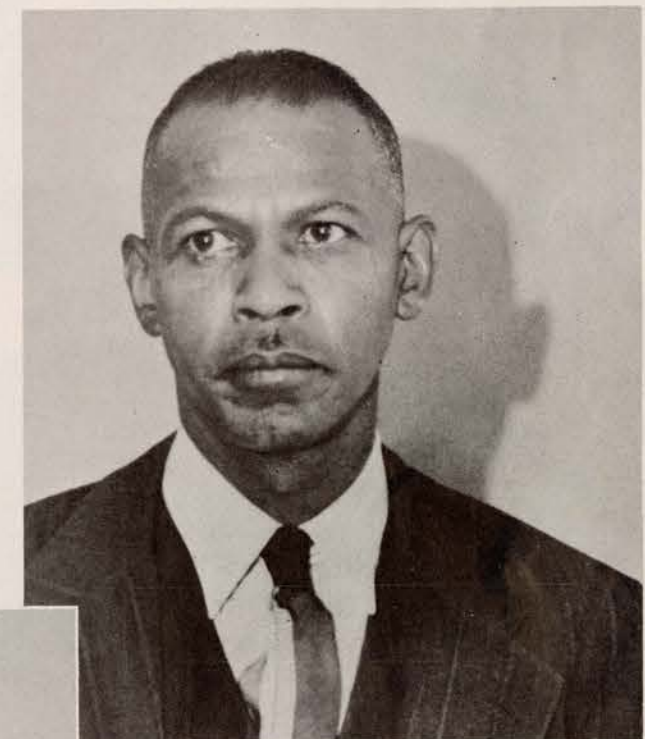
MR. E. L. VANCE
*District Manager
Daytona*

District Managers FLORIDA



MR. J. D. MATHER
*District Manager
Tampa*

J. D. CARTER
District Manager Pensacola



MR. CHARLES MOORE
*District Manager
Lakeland*



W. H. THOMAS
District Manager, Tallahassee

B. H. WIMBY
District Manager, Gainesville

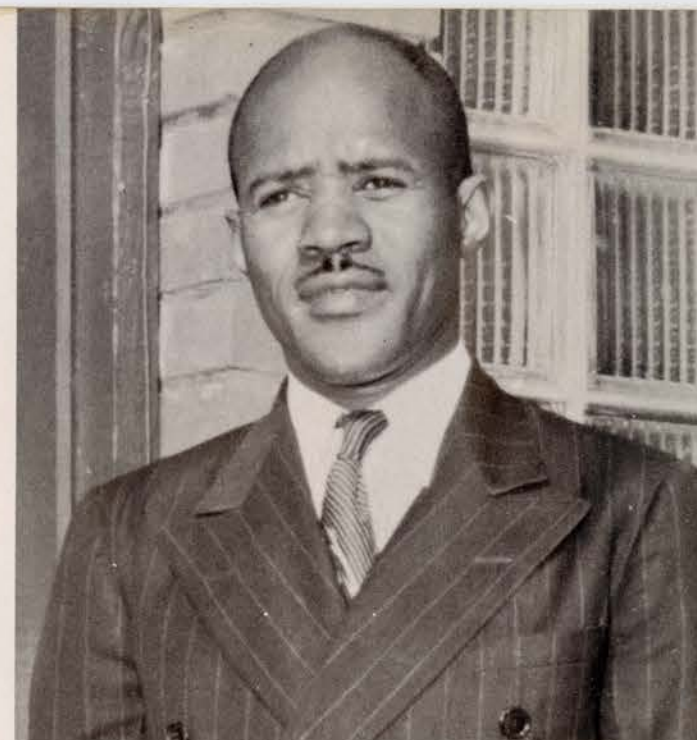


F. E. FERGUSON
District Manager, Ft. Pierce



S. L. WILLIAMS
District Manager, Miami

M. H. KING
District Manager, Waycross

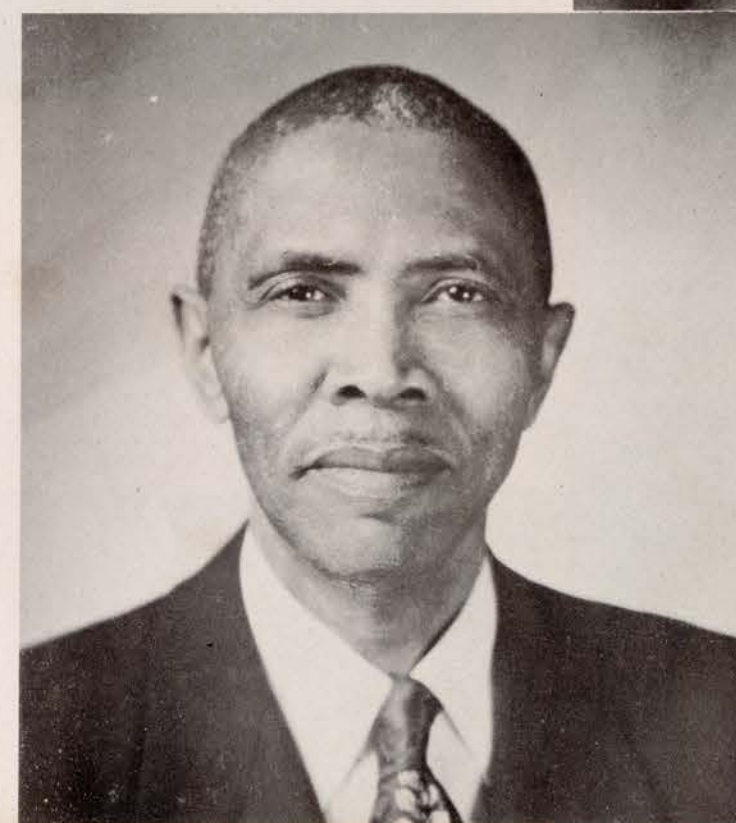


District Managers

Georgia & Alabama



T. L. JOHNSON
District Manager, Cordele



O. W. WEAVER
District Manager, Athens



S. A. HARVEY
District Manager, Augusta



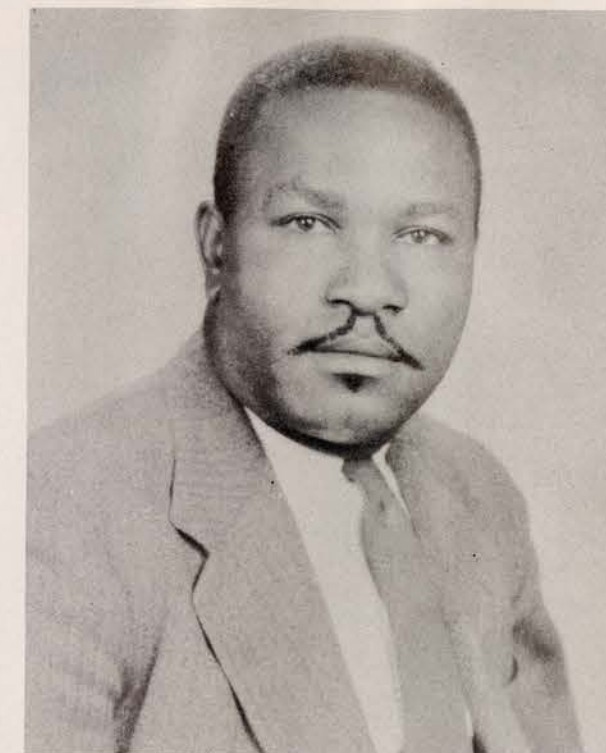
R. C. STUBBENFIELD
District Manager, Thomasville



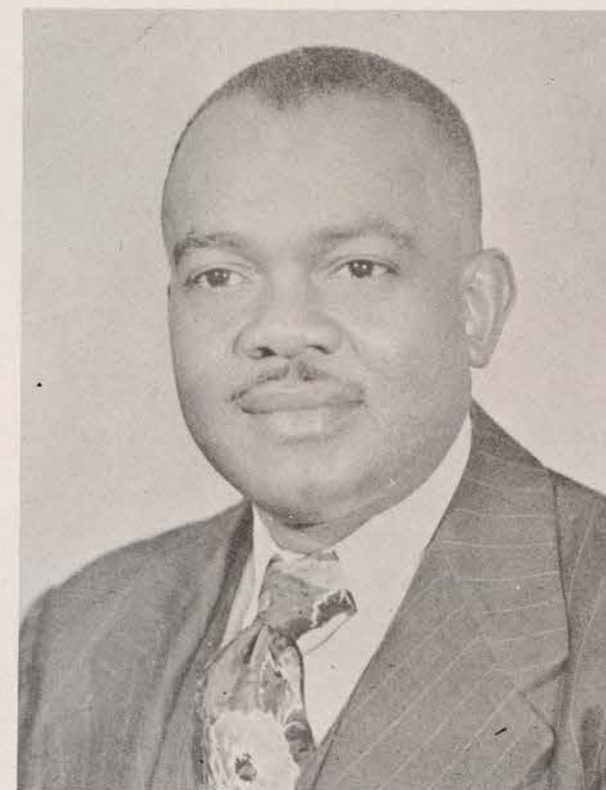
T. B. HOOPER
District Manager, Macon



J. C. JONES
District Manager, Albany



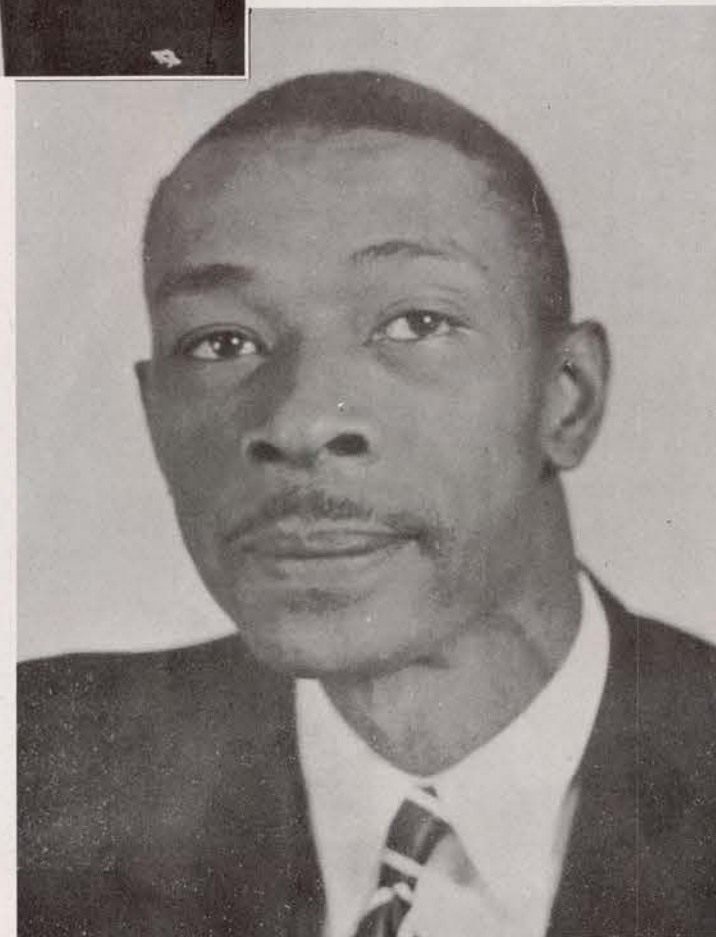
F. D. FRANKLIN
District Manager, Columbus



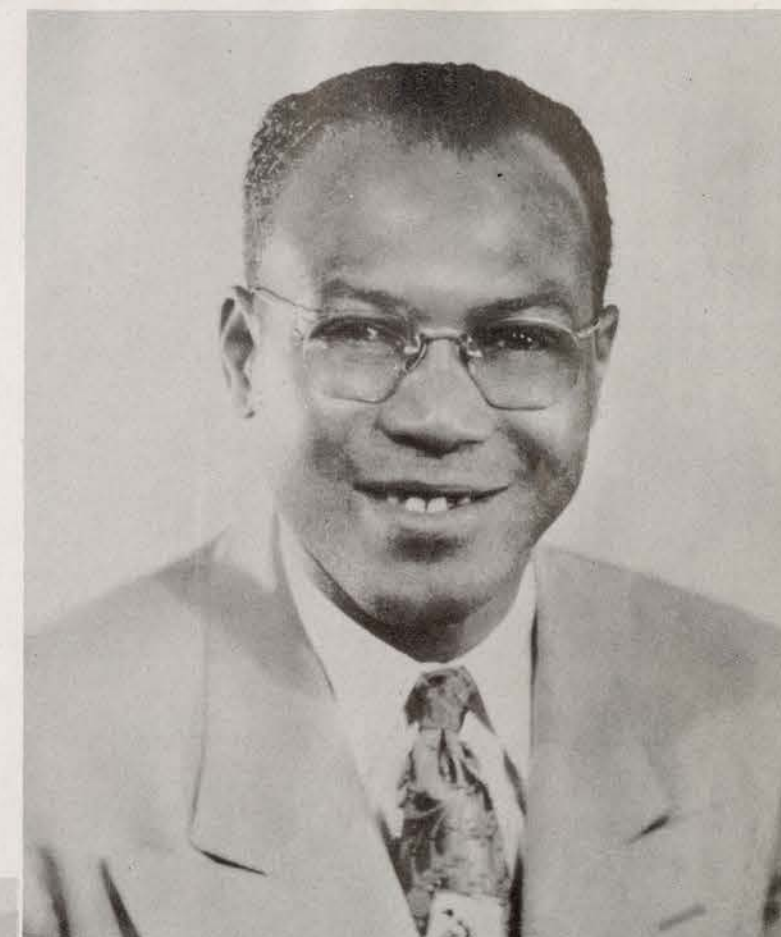
W. S. COLLINS
District Manager, Valdosta



I. H. BURNLEY
District Manager, Atlanta



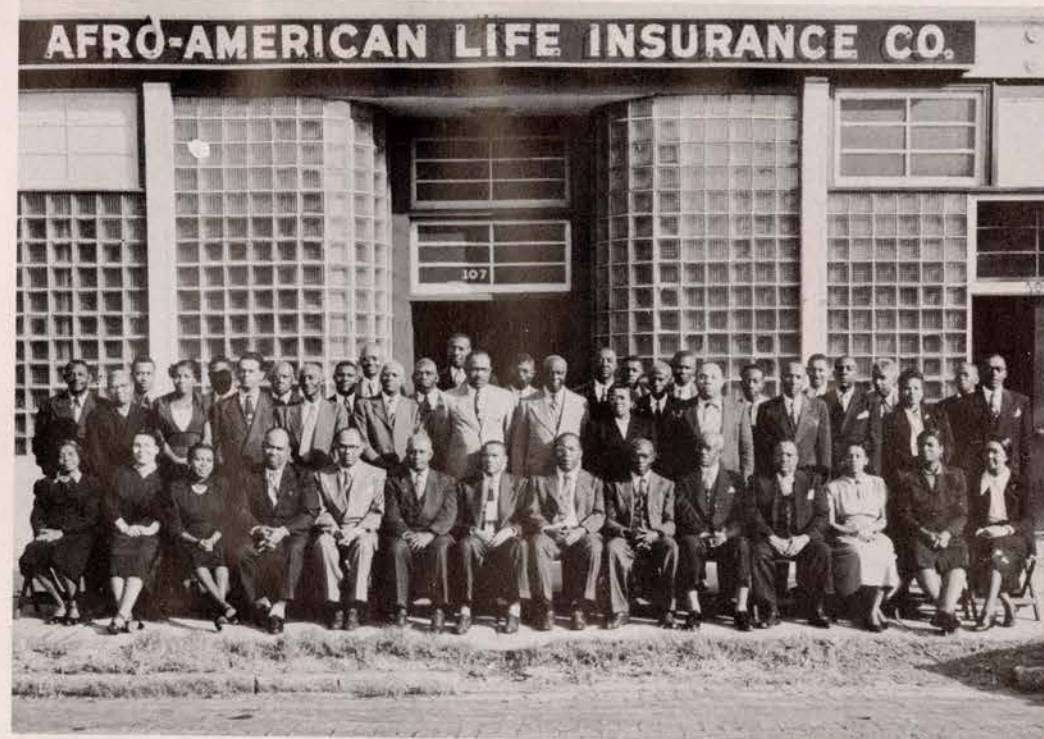
A. L. SIMPSON
District Manager, Savannah



GRADY NORTHE
District Manager, Mobile



ALTON ADAMS
District Auditor, Birmingham



PERSONNEL
JACKSONVILLE
DISTRICT

Florida District Offices

MIAMI
DISTRICT



DAYTONA
DISTRICT

WEST PALM BEACH
DISTRICT



TALLAHASSEE
DISTRICT

TAMPA
DISTRICT



ORLANDO
DISTRICT



FT. PIERCE
DISTRICT



LAKELAND
DISTRICT



PENSACOLA
DISTRICT



GAINESVILLE
DISTRICT





ATLANTA
DISTRICT

SAVANNAH
DISTRICT

District Offices Georgia & Alabama

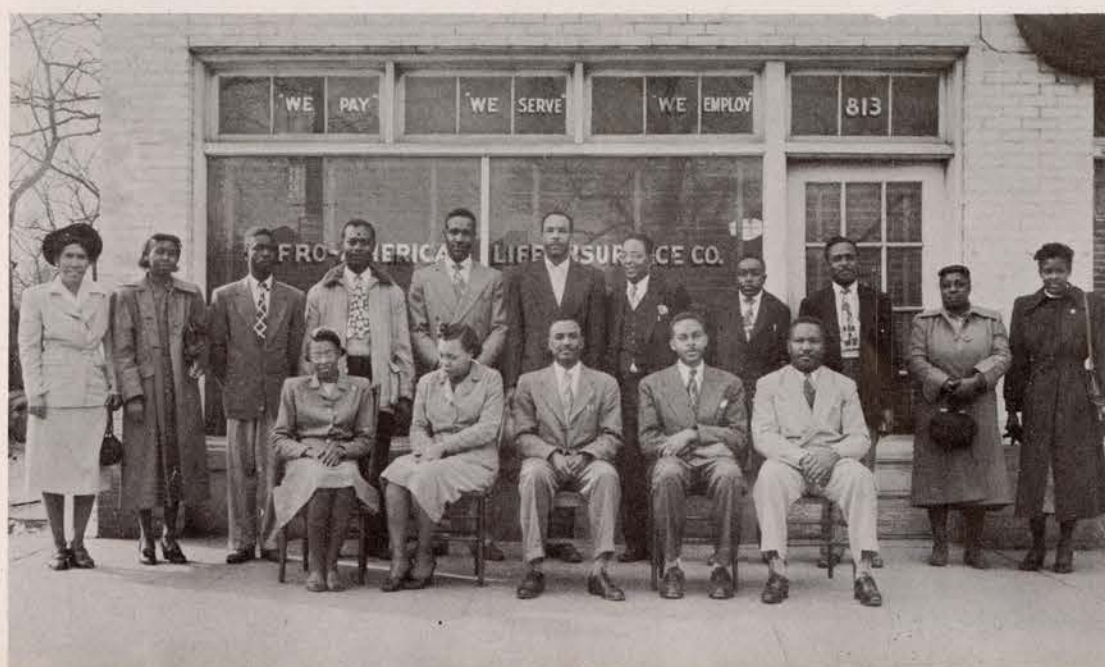
ALBANY
DISTRICT

MACON
DISTRICT



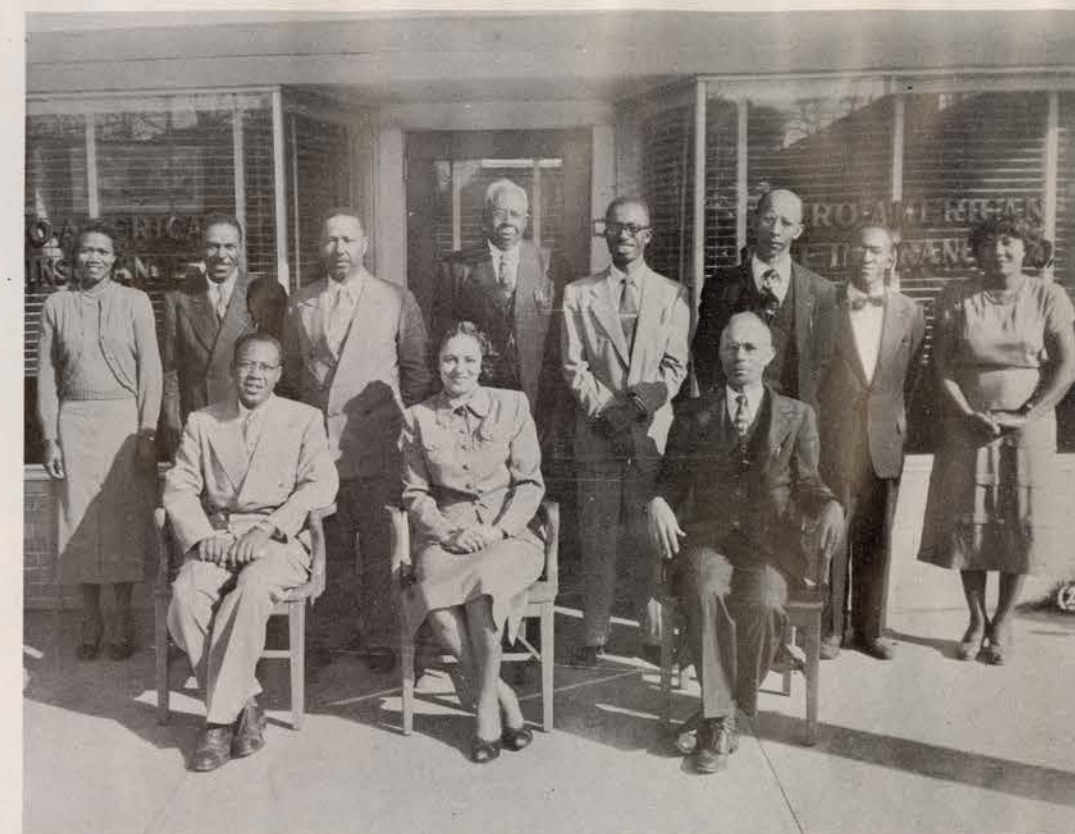
COLUMBUS
DISTRICT

WAYCROSS
DISTRICT





THOMASVILLE
DISTRICT



MOBILE
DISTRICT



BIRMINGHAM
DISTRICT



CORDELE
DISTRICT



AUGUSTA
DISTRICT



VALDOSTA
DISTRICT

ATHENS
DISTRICT



THE CONCEPT of the Founders of the Afro-American Life Insurance Company embodied the simple but effectual ideas of realistic help to those in distress by making possible doctors and medicine for a small cost of 10c per week. As the Company grew it expanded its multi-arms of help and relief, which is evidenced by the fact that as of December 31, 1950, shelter, security and peace of mind have been given to thousands of families in the United States through \$1,115,113.25 of mortgages. This practical service on the part of this human institution transcends the mere physical advantages made possible by the purchase of a home and reaches into the intangible values of life, such as: the molding of family fidelity by making it possible for a family unit to live closer together. It has expanded itself into the civic and other community projects by giving the youths of our community places where proper supervision can be given them during their idle hours from school and other domestic responsibilities. Tangible evidence of this help is illustrated by the homes of some of its mortgagors as appears on these pages.

Investments

INVESTMENT A



B INVESTMENT



C INVESTMENT



INVESTMENT D



INVESTMENT E



Employees

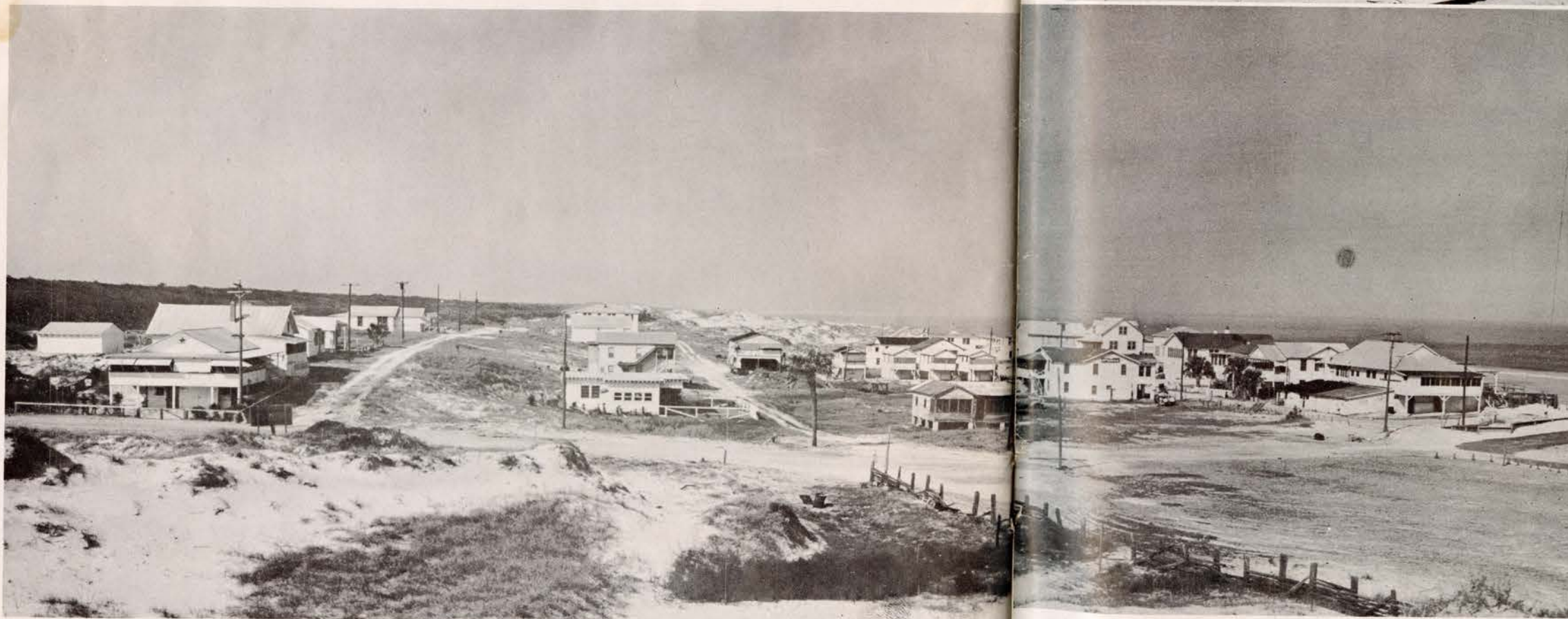
Pension Bureau and Recreation

CLOSELY FOLLOWING the principles as laid down by those great men of vision, the founders of this company, the present leadership extends in every possible way the "human touch" as it relates to the employees . . . Vacations with pay—Sick and Maternity Leaves—Hospitalization—Free Group Insurance—Free Beach Accommodations and a Recreation Lounge, are just a few of the major employee benefits which depict the warm and human side of the Afro-American. Soon to be established are a Modern Cafeteria, Reading Room and Men's Lounge.

Good working conditions, a feeling of job security, and provisions for wholesome recreation, justify an employee's faith in the Afro's future.



A. L. LEWIS, MOTEL



AMERICAN BEACH, FLORIDA



MRS. E. W. FORD
Personnel Director

RECREATION FACILITY



J. EDWIN LARSON
INSURANCE COMMISSIONER

State of Florida
Office of Insurance Commissioner

Tallahassee

February 2, 1951

Mr. James H. Lewis, Chairman-President
Afro-American Life Insurance Company
105 East Union Street
Jacksonville, Florida

Dear President Lewis:

I have your letter of January 30 stating that you, other officers and personnel of the Afro-American Life Insurance Company are celebrating the company's Fiftieth Anniversary on April 2, 1951.

The management of your company is to be congratulated upon its untiring efforts during these fifty years in making the Afro-American one of the outstanding life insurance companies of its kind in the South.

You have my very best wishes for a most successful celebration and for continued growth and success in the future.

Yours very truly,

J. Edwin Larson
J. Edwin Larson
Insurance Commissioner

JEL:ew



The Atlantic National Bank of Jacksonville
JACKSONVILLE 1, FLORIDA

J. W. SHANDS
PRESIDENT

February 1, 1951

Mr. James H. Lewis, Chairman-President
Afro-American Life Insurance Company
105 East Union Street
Jacksonville, Florida

Dear President Lewis:

Permit us to congratulate you and your associates on the approaching Fiftieth Anniversary of Afro-American Life Insurance Company. Its growth during this long period has more than justified the vision of your late father in founding the company and the years which he devoted to its service. Its continued growth since his death should be a source of pride to you and your associates.

With best wishes,

Sincerely yours,

JW Shands

President.

THE BARNETT NATIONAL BANK
OF JACKSONVILLE
JACKSONVILLE 1, FLORIDA
February 2, 1951.

W. R. MCQUAID
PRESIDENT

Mr. James H. Lewis
Chairman-President
Afro-American Life Insurance Company
105 East Union Street
Jacksonville, Florida

Dear President Lewis:

The celebration in April of the Golden Anniversary of the Afro-American Life Insurance Company, coming as it does in the same year as our community's 50 Years of Progress celebration, gives me the opportunity to congratulate you and your officers on the successful development of one of the city's largest institutions.

The Afro-American Life Insurance Company has literally grown with Jacksonville in the fifty years since the Great Fire. As the city arose from its ashes, your father, Dr. A. L. Lewis, organized the company with one or two associates, and devoted his energies to its development until the time of his death. Under his wise and conservative guidance, the company expanded into an institution which served well not only his community but an ever-growing territory beyond our city.

His work, and the company which he founded, are a credit to our community. I am confident that you and your associates, following the sound policies established by your father, will find increasing satisfaction in continued growth and service which will benefit yourselves, your community and the expanding territory which you serve.

Yours sincerely,

W R McQuaid
President.

WRM/kfm

